

What is the Difference Between Guest Posting and SEO?

Guest posting is one of those terms that floats around in SEO circles, but plenty of people still ask: is it SEO, or something different? And more importantly—does it actually help with affiliate marketing?

Let's answer that first question, then look at how affiliate marketers can use guest posting to build authority, grow traffic, and boost commissions.

The Short Version

SEO (Search Engine Optimization) is the overall strategy for getting your website to rank higher in search results. It includes everything from keywords to backlinks to technical tweaks.

Guest posting is a specific tactic within SEO. You write an article for someone else's site, and in return, you typically get a link back to your site.

So no, they're not the same thing. But guest posting plays a valuable role in a smart SEO strategy—and if you're doing affiliate marketing, it can give you a serious edge.

Why Guest Posting Still Works (Especially for Affiliates)

Guest posting has been declared dead more times than we can count. And yet... it still works. Search engines still rely heavily on backlinks to decide who to trust. When your site appears on reputable sites in your niche, that's a big credibility boost.

If you're in affiliate marketing, here's what that means for you:

- **Builds domain authority:** High-quality backlinks help your own site rank better—especially product reviews and comparison pages.
- **Puts you in front of new audiences:** Great way to get in front of potential buyers you wouldn't reach otherwise.
- **Creates trust:** If people read your helpful article elsewhere, they're more likely to trust you when they visit your site.
- **Diversifies traffic:** Google traffic isn't the only traffic. Guest posts create referral traffic, which often converts better.

How Affiliate Marketers Should Use Guest Posts

Don't just guest post to get a backlink. That's short-term thinking. Use it to:

- Build your name and authority in your niche
- Create a portfolio of published work
- Start relationships with other site owners
- Drive real traffic that actually clicks and buys

Tip: Don't link directly to affiliate offers. Most sites won't allow it, and it's not ideal anyway. Instead, link to a useful article or landing page on your site that *then* includes affiliate links. That's a cleaner, smarter approach.

FAQ: What People Also Ask About Guest Posting

What is guest posting in SEO?

Writing an article for another website to earn a backlink and increase visibility. It's a common (and legit) off-page SEO tactic.

Is guest posting free or paid?

Both exist. Some sites accept guest posts for free, others charge depending on their authority and reach.

Is guest posting real or fake?

When done right, it's real and valuable. It becomes "fake" when people spin low-quality content or buy shady placements from link farms.

How to do a guest post?

Start by finding relevant sites. Pitch them a unique topic. Write something valuable. Include a natural link to your site. Keep it useful, not salesy.

Does guest posting work?

Yes—as long as you post on relevant, trustworthy sites and write something people actually want to read. It's not magic, but it works.

How many guest posts per month?

No set number. Even one or two strong posts per month can move the needle. Focus on quality, not volume.

What's the difference between backlinks and guest posting?

Backlinks are the result; guest posting is one way to get them. You can also earn backlinks from PR, directories, mentions, and other tactics.

How to start guest posting?

Search for “write for us” pages in your niche. Start small, be genuine, and keep pitching. Build from there.

Final Thought: Guest Posting Still Belongs in Your Toolbox

If you're doing affiliate marketing and not guest posting, you're missing out. It's one of the most reliable ways to grow traffic and trust at the same time.

Want a great example of how a content network can support guest authors? Check out [Artisynq](#), where a variety of expert voices come together. That kind of platform shows that guest posting—when done right—is still very much alive.

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